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YERBA BUENA CENTER  
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A tentative proposal

prepared for the

South of Market Development Committee  
Roger Boas, Chairman



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Executive Director - M. Justin Herman  
Project Manager - John B. Dykstra

City and County  
of  
San Francisco

Mayor John F. Shelley

February 20, 1964

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Yerba Buena Center : a  
tentative proposal /  
1964.

### Yerba Buena Center

A tentative proposal is made for the redevelopment of a South of Market area referred to as Yerba Buena.\* It is hoped that this designation, which will recall the early settlement of Yerba Buena, will be accepted into popular usage.

### San Francisco's Most Blighted Area

San Franciscans need not be told that central South of Market is blighted. To most it means dirt, broken bottles, decaying structures, and skid row. To the businessman it means congested alleys and the difficulties of retaining women employees. To the investor South of Market means empty, inefficient buildings, low rents, high vacancy rates, or vacant land. For years South of Market has suffered from an unsavory reputation. Decline inevitably followed.

### A Plan for Action

Recognizing the need for action, the San Francisco Board of Supervisors designated as seriously blighted the 156-acre South of Market Redevelopment Area D (the study area). Later the Board of Supervisors directed the San Francisco Redevelopment Agency to recommend within the study area project boundaries and prepare a plan for the redevelopment of the area.

A number of important studies were conducted to provide a sound basis for the development of a plan. Commercial and industrial establishments within the area were interviewed to determine their present needs and future plans. Studies of land use, traffic circulation, and structural condition were completed. A detailed analysis of the needs of the people residing within the area was prepared.

### The Plan Proposal

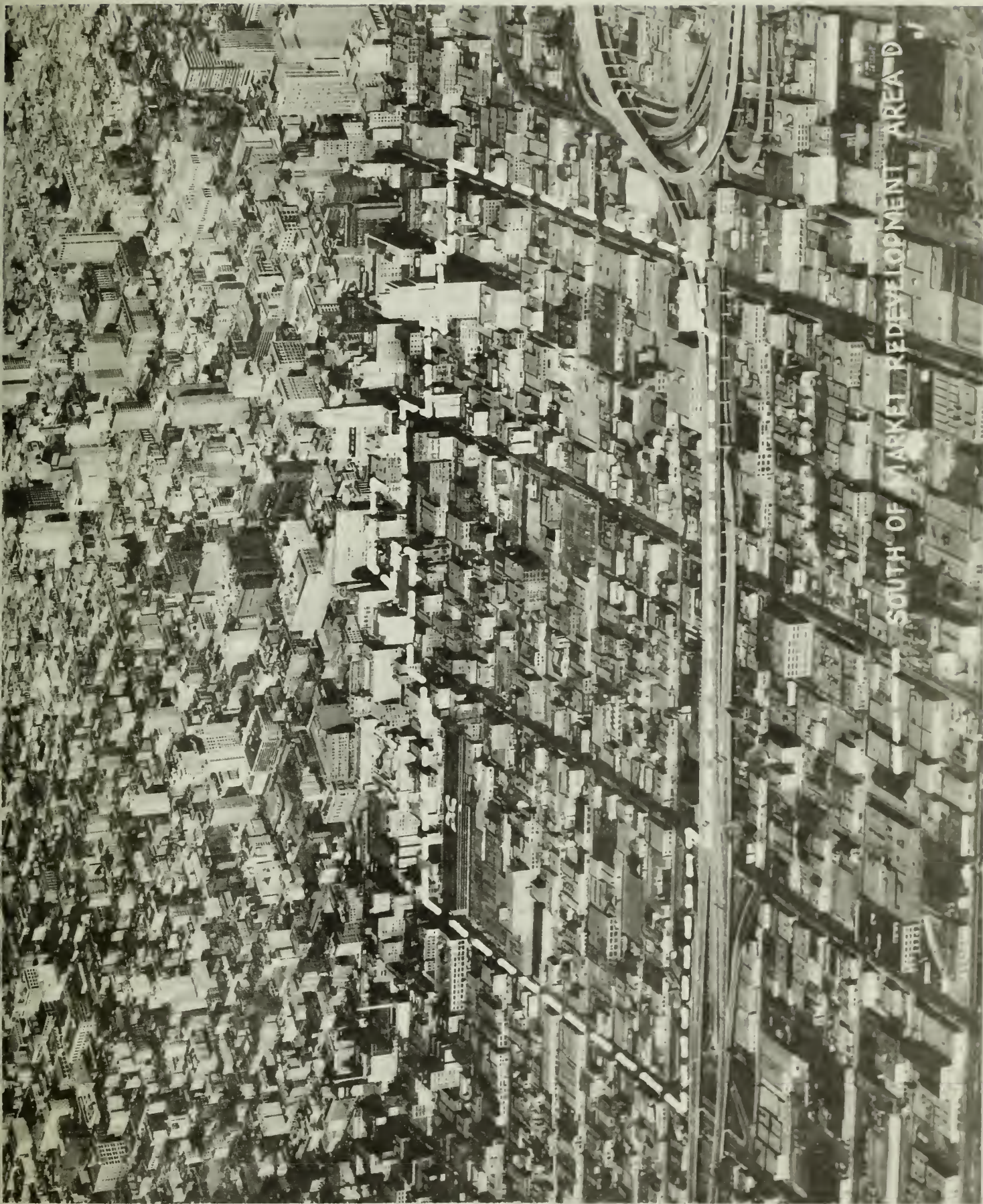
The nationally known San Francisco planning firm of Livingston and Blayney was retained to assist the Redevelopment Agency staff in recommending boundaries and developing a plan for the redevelopment of the area. The economic consultant, Roy Wenzlick and Company, was engaged to analyze the demand for future land use. The plan proposal which emerged followed extensive discussions with community leaders, City officials, and the economic consultant.

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\* The area is synonymous with South of Market Redevelopment Area D-1, the legal name used in documents dealing with the area. It is within and therefore a smaller part of the study area designated by the Board of Supervisors as South of Market Redevelopment Area D.

Right: Redevelopment Area D, designated as blighted by the San Francisco Board of Supervisors in 1961, is plagued by poor social conditions, police problems, and a high incidence of fires. The vacant land and low structures within the dotted boundaries are in sharp contrast to San Francisco's dynamic downtown district to the north.





SOUTH OF MARKET REDEVELOPMENT AREA D





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The plan proposes a dramatic transformation for a 96-acre area. A system of malls and pedestrian bridges will link the redeveloped area to downtown, a revitalized Market Street, and the multimillion dollar rapid transit system. A framework of public improvements, including important new plazas and public parking garages, will enhance and tie together substantial new private development.

In keeping with San Francisco's future role as a center for corporate branch and headquarters offices as well as business service functions, the plan provides for 2,000,000 gross square feet of office space. Large parking facilities will be located under or adjacent to the office structures.

Adequate standards for development will insure a desirable urban design with suitable separation of structures and the protection of light and air. A limited amount of retail space for the convenience of the future daytime population will be provided. About 25 percent of the total area is presently devoted to light industrial and related uses; the plan envisages the retention and concentration of approximately this proportion in the southern sector of the area.

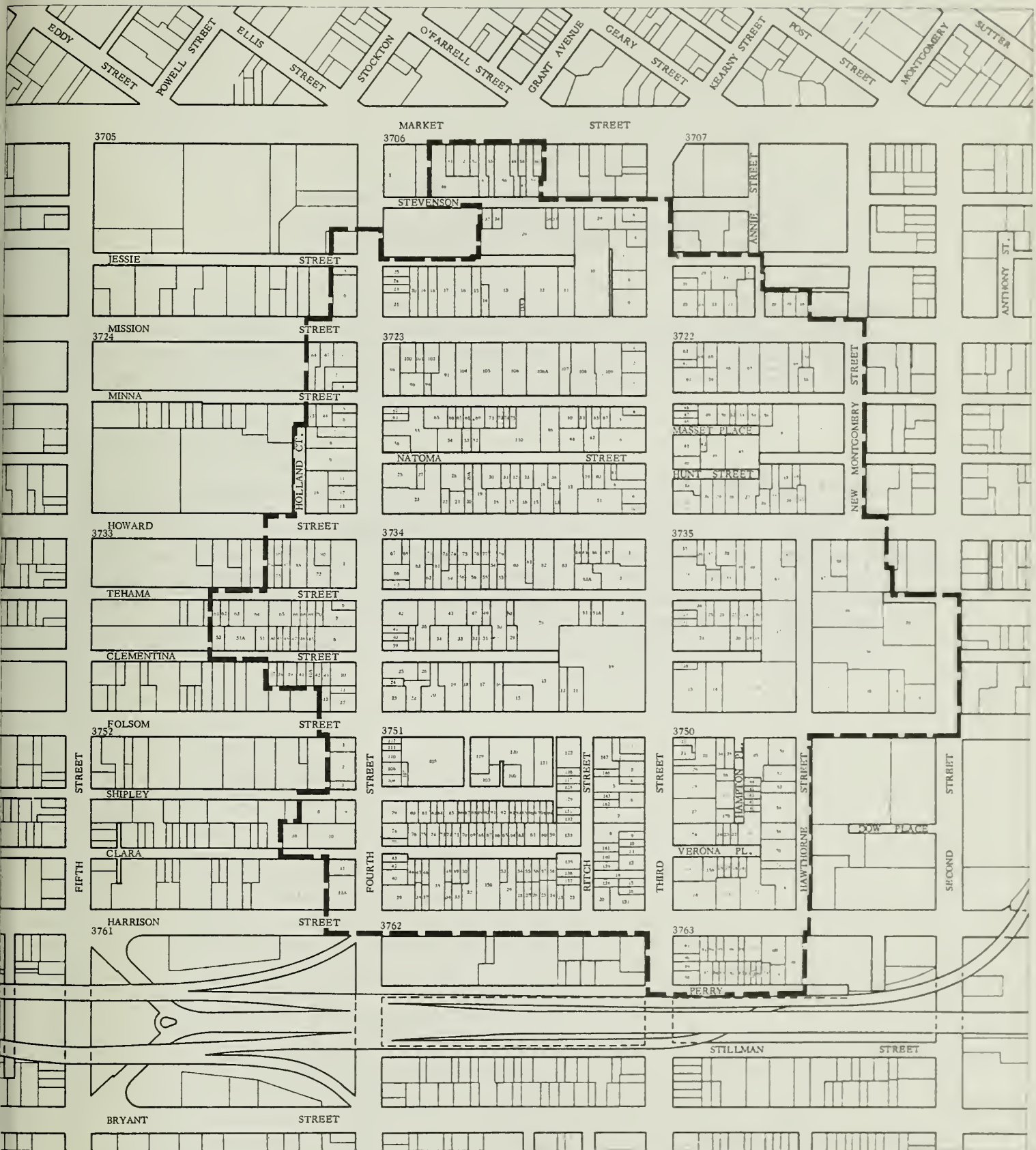
Consultations with community leaders reveal strong interest in the development of cultural activities for the South of Market Redevelopment Project. Cultural activities, which could include two commercial theaters, a museum, and a sports arena-convention center complex are proposed for development. These cultural attractions will add new life and diversity to San Francisco's downtown area. Each of these attractions has its own built-in problems, at the core of which is financing. But if other cities can solve such problems, it is felt that San Francisco can at least make its own major efforts. In the event that these cultural facilities do not materialize, the plan provides for the development of alternate office and business service uses.

The San Francisco Redevelopment Agency is confident that relocation of residents from the South of Market area is clearly feasible over the three-year relocation period -- 1965 to 1968.

The 3,165 single individuals will be rehoused through the use of a combination of the following resources:

1. 500 units of single men's housing proposed for construction within the project;
2. 100 to 150 units to be provided, under a possible demonstration program, in a rehabilitated hotel near the project; and

Right: The Project Area recommended by the San Francisco Redevelopment Agency includes the most seriously blighted areas within central South of Market.



— PROJECT AREA BOUNDARY

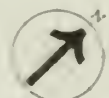
3700 ASSESSOR'S BLOCK NUMBER

100 LOT NUMBER

## PROJECT AREA BOUNDARIES

SOUTH OF MARKET REDEVELOPMENT PROJECT AREA D-1

SAN FRANCISCO REDEVELOPMENT AGENCY



JAN 1, 1964





3. Almost 15,000 standard single room accommodations estimated to be available over the three-year relocation period at rents under \$60 per month.

Of the 253 families to be displaced, 168 who appear to be eligible for low-rent public housing can be rehoused in vacancies created through turnover in existing units (presently 1,700 units/yr.); the 85 non-eligible families can be rehoused in the 2,500 rental units estimated to be available annually in the private market at monthly rents under \$90.

#### Coordination and Timing

The tentative proposal for Yerba Buena Center comes at a time when changes are imminent. Many ideas have been provided by Bay Area Rapid Transit District, the South of Market Advisory Committee on Commercial and Industrial Development, the Planning Commission in its Downtown Plan, and the San Francisco Chamber of Commerce. The proposal accommodates many of the views emerging from these resources. It is fortunate that these resources are available at the time when the Redevelopment Agency is concluding its own planning for which it is under contract with the City and the United States Government.



# ■ The Proposal:

**1** BREAKTHROUGH TO MARKET STREET. Opposite Grant Avenue, a wide pedestrian mall will lead into the heart of the new area. Escalators will provide easy access from the rapid transit station under Market Street to a new plaza adjoining the mall.

**2** ST. PATRICK'S CHURCH. Fronting on Mission Street and connected to the pedestrian mall, a small plaza complements St. Patrick's Church. Surrounding tiers of terraces and wide stairways enhance this historic structure.

**3** THE CENTRAL PLAZA. The central plaza is the major attraction of the entire area. Raised upon a multi-level garage platform, the plaza provides a spectacular setting for cultural activities which could include two theaters and a museum. An ice-skating rink, indoor and outdoor restaurants, and three substantial office towers are also located on the garage platform. Access to all surrounding blocks is provided by elevated pedestrian bridges.

**4** THEATERS, **5** MUSEUM. To insure that the central plaza will be lively and exciting in the evening as well as during the day, two new commercial theaters and a museum are proposed.

**6** SPORTS ARENA - CONVENTION CENTER COMPLEX. To the south of the central plaza, a large Sports Arena - Convention Center Complex is proposed for development. The complex will include a sports arena of 14,000 permanent seats supplemented by a 200,000 square foot combined convention-exhibit facility. An arena club, parking garage, and two office towers complete the complex.

**7** HOUSING FOR SINGLE MEN. The development of a 500-unit modern residential facility and treatment center for elderly single, low-income individuals is proposed as a positive approach to satisfying the need for relocation housing within the area.

**8** BUSINESS SERVICE-LIGHT INDUSTRIAL. Business service-light industrial uses will continue in the southerly blocks. Existing dilapidated residences will be replaced with new business service and industrial enterprises supported by open and enclosed parking facilities.

OFFICE SPACE. Not enumerated but shown on and around the plazas are office buildings totaling 2,000,000 gross square feet.

GARAGES. It is anticipated that garages will be provided on a progressive basis up to a total of 5,046 spaces under the plazas, in the industrial sectors, and scattered throughout the area.





# ■ Yerba Buena Center



MARKET ST.



SUMMARY OF FACTS - YERBA BUENA CENTER

February 1964

A. Areas

Redevelopment Area D approximately	156 acres
Yerba Buena Center approximately	96 acres

B. Evidence of Blight

23 percent of the net project area is vacant or in open parking use.

73 percent of all buildings have deficiencies.

57 percent of all buildings have serious deficiencies and should be cleared.

100 percent of all family residential buildings have serious deficiencies and should be cleared.

<u>Proposed Uses</u>	<u>Net Acres</u>	<u>Percent</u>
Commercial	24.6	40
Special Use *	19.7	31
Industrial	15.4	25
Single Men's Housing	1.5	3
Other Uses	<u>0.6</u>	1
TOTAL	61.8	100

Parking Facilities

	<u>Spaces</u>
Central Square	1900
5th-Mission garage extension	200
Sports arena	1400
Block 3722	400
Block 3735	400
Block 3750	170
Block 3751	500
Block 3752	16
Block 3763	<u>60</u>
TOTAL	5046

\* Such as cultural, recreational, sports center, exhibition, office, retail and related uses.

